

20 March 2017

Seven Network Ratings Report

Week 11: 12 March – 18 March 2017

Seven wins in primetime on primary channels

- Seven is number 1 for total viewers.

Seven wins in primetime on combined audiences

- Seven's broadcast platform of Seven + 7TWO + 7mate + 7flix combine to win primetime in total viewers on the combined audiences of all multiple channels.

Seven wins in news

- Seven News leads Nine News.
- Seven News – Today Tonight leads Nine News 6:30

Seven wins in breakfast television

- Sunrise leads Today.

Seven wins in morning television

- The Morning Show leads Today Extra.

Seven wins at 5:30pm

- The Chase leads Hot Seat.

Seven delivers in the most-watched programmes across Australia

- | | |
|--------------------------------|---------------|
| - My Kitchen Rules – Wednesday | 1.627 million |
| - Seven News | 1.518 million |
| - My Kitchen Rules – Tuesday | 1.510 million |
| - Seven News – Sunday | 1.488 million |
| - My Kitchen Rules – Monday | 1.447 million |
| - Seven News – Today Tonight | 1.371 million |
| - My Kitchen Rules – Sunday | 1.370 million |
| - Sunday Night | 1.250 million |
| - Seven News – Saturday | 1.166 million |
| - Home and Away | 1.147 million |
| - Better Homes and Gardens | 1.060 million |
| - Bride & Prejudice | 1.052 million |



Seven wins in breakfast television and morning television across Australia

- Sunrise = 507,000 vs Today = 417,000
- The Morning Show = 222,000 vs Today Extra = 182,000

Seven builds on total viewing over the past seven days

- On Sunday, My Kitchen Rules 188,000 viewers and delivers a total audience of 1.766 million. Sunday Night adds 85,000 viewers for a total audience of 1.214 million.
- On Monday, Home and Away - Monday adds 106,000 viewers and delivers a total audience of 1.314 million. My Kitchen Rules adds 169,000 viewers and moves to a total audience of 1.713 million. Bride & Prejudice adds 135,000 viewers for a total audience of 1.198 million.
- On Tuesday, Home and Away adds 122,000 viewers and moves to 1.275 million on total viewing. My Kitchen Rules adds 186,000 viewers for a total audience of 1.774 million. 800 Words adds 335,000 viewers and moves to 1.379 million on total viewing.
- On Wednesday, Home and Away adds 91,000 viewers and delivers a total audience of 1.287 million. My Kitchen Rules adds 171,000 viewers for a total audience of 1.717 million.
- On Thursday, Home and Away – Thursday adds 109,000 viewers and delivers a total audience of 1.192 million.

Seven delivers across the week

- My Kitchen Rules peaks at 1.213 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics.
- Sunday Night is up 30% on 60 Minutes, wins its timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules delivers in all key audiences and ranks in Monday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- Bride & Prejudice wins in total viewers, 16-39s, 18-49s and 25-54s.
- My Kitchen Rules peaks at 1.258 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s.
- 800 Words delivers in all key audience demographics.
- My Kitchen Rules peaks at 1.259 million, wins in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Million Dollar Cold Case wins its timeslot, delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 25-54s.
- Better Homes and Gardens delivers in all key audiences.
- Saturday Night At The Movies: Iron Man 2 wins in all key audience demographics and is Saturday's number one most-watched programme for 18-49s and 25-54s.
- Saturday Night At The Movies: 2 Fast 2 Furious wins in all key audiences, and is Saturday's most-watched programme for 16-39s and one of Saturday's top two most-watched programmes for 18-49s and 25-54s.

Live and As-Live Data**Week 11 Primetime Shares**

ABC1:	12.6%
Seven:	20.9%
Nine:	19.7%
Ten:	11.9%
SBS1:	4.5%

ABC2:	2.9%
ABC Me:	0.6%
ABC News 24:	1.7%
7TWO:	3.6%
7mate:	3.3%
7flix:	2.5%
GO!:	3.7%
Gem:	2.5%
Life:	2.4%
One:	3.0%
Eleven:	2.4%
Viceland:	0.7%
Food:	0.9%
NITV:	0.2%

Week 11 Combined Multiple Channels Primetime Shares

ABC1:	17.8%
Seven:	30.3%
Nine:	28.2%
Ten:	17.4%
SBS:	6.3%

Oztam Data. Share data for ABC, 7, 9, 10 and SBS represent network (aggregate) figures.

Primetime audience demographics for Week 11: 6:00pm-midnight

	Total Individuals	Ppl 25-54	Ppl 16-39	Ppl 18-49
Seven Network	30.3%	30.0%	29.9%	29.3%
Nine Network	28.2%	31.2%	32.2%	32.1%
Network Ten	17.4%	21.3%	22.0%	22.0%
ABC Network	17.8%	11.6%	10.5%	11.1%
SBS Network	6.3%	5.8%	5.4%	5.5%
Seven	20.9%	20.7%	20.8%	20.3%
Nine	19.7%	21.7%	21.9%	22.1%
TEN	11.9%	14.7%	14.9%	15.1%
ABC	12.6%	6.8%	4.9%	5.9%
SBS	4.5%	3.1%	2.5%	2.8%
7TWO	3.6%	1.7%	1.1%	1.4%
7mate	3.3%	4.5%	4.9%	4.6%
7flix	2.5%	3.1%	3.1%	3.0%
9GO!	3.7%	4.6%	6.0%	5.1%
9Gem	2.5%	1.9%	1.9%	1.9%
9Life	2.4%	3.1%	2.5%	3.0%
ONE	3.0%	3.1%	2.3%	2.8%
ELEVEN	2.4%	3.5%	4.8%	4.1%
ABC2	2.9%	3.0%	3.8%	3.3%
ABC ME	0.6%	0.4%	0.5%	0.5%
ABC News 24	1.7%	1.5%	1.2%	1.4%
SBS VICELAND	0.7%	1.0%	1.0%	1.1%
SBS Food Network	0.9%	1.5%	1.7%	1.4%

Primetime Programming Analysis

Sunday

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 3% on Nine + Go + Gem + Life and up 77% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7mate is the most-watched digital channel for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Weekend Today.
- Seven builds on recorded viewing over the past seven days:
 - My Kitchen Rules adds 188,000 viewers and delivers a total audience of 1.766 million.
 - Sunday Night adds 85,000 viewers and delivers a total audience of 1.214 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#3	My Kitchen Rules	#2
My Kitchen Rules	#4	Sunday Night	#7
Sunday Night	#5	Seven News	#8

16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Sunday Night	#7	Sunday Night	#7
Seven News	#8	Seven News	#8

- **Seven News** (0.996 million).
- **My Kitchen Rules** (0.961 million) peaks at 1.213 million and is one of Sunday's top two most-watched programme for total viewers and in all key audience demographics – 26 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.
- **Sunday Night** (0.858 million) is up 30% on 60 Minutes, wins its timeslot, and ranks in Sunday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 28 share in 25-54s.

Monday

- Seven wins in news.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 12% on Nine + Go + Gem + Life and up 51% on Ten + One + Eleven in total viewers.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm with The Chase.
- Seven builds on recorded and total viewing over the past seven days:
 - Home and Away adds 106,000 viewers and delivers a total audience of 1.314 million.
 - My Kitchen Rules adds 169,000 viewers and delivers a total audience of 1.713 million.
 - Bride & Prejudice adds 135,000 viewers and delivers a total audience of 1.198 million.
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#4	My Kitchen Rules	#4
Seven News – Today Tonight	#7	Bride & Prejudice	#9
My Kitchen Rules	#8		
16-39s		18-49s	
My Kitchen Rules	#3	My Kitchen Rules	#4
Bride & Prejudice	#6	Bride & Prejudice	#7
Home and Away	#9		
- **Seven News** (1.021 million). Seven News wins network – up 23,000 viewers on Nine News.
- **Home and Away** (0.727 million) delivers in all key audience demographics – 26 share in 16-39s and 25 share in 18-49s.
- **My Kitchen Rules** (0.968 million) delivers in all key audiences and ranks in Monday’s top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 28 share in 16-39s, 27 share in 18-49s and 26 share in 25-54s.
- **Bride & Prejudice** (0.708 million) wins in total viewers, 16-39s, 18-49s and 25-54s – 29 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 29 share in 25-54s.

Tuesday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded and total viewing over the past seven days:
 - Home and Away adds 122,000 viewers and moves to 1.275 million on total viewing.
 - My Kitchen Rules adds 186,000 viewers and moves to 1.774 million on total viewing.
 - 800 Words adds 335,000 viewers and moves to 1.379 million on total viewing.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Seven News	#3	Seven News	#7
Seven News – Today Tonight	#6	Seven News – Today Tonight	#8
Home and Away	#8	Home and Away	#10
16-39s		18-49s	
My Kitchen Rules	#2	My Kitchen Rules	#2
Home and Away	#8	Home and Away	#8
Seven News – Today Tonight	#9	Seven News – Today Tonight	#9
800 Words	#10	Seven News	#10

- **Seven News** (1.030 million). Seven News wins network.
- **Home and Away** (0.774 million) delivers in all key audience demographics – 26 share in total viewers, 27 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.
- **My Kitchen Rules** (1.037 million) peaks at 1.258 million and is one of Tuesday's top two most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 31 share in total viewers, 32 share in 16-39s, 32 share in 18-49s and 32 share in 25-54s.
- **800 Words** (0.591 million) delivers in all key audience demographics – 28 share in total viewers, 29 share in 16-39s, 26 share in 18-49s and 26 share in 25-54s.

Wednesday

- Seven wins in news.
- My Kitchen Rules is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 45% on Nine and up 115% on Ten in total viewers.
 - Seven is up 76% on Nine and up 44% on Ten in 16-39s. Seven is up 50% on Nine and up 47% on Ten in 18-49s. Seven is up 48% on Nine and up 61% on Ten in 25-54s.

- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers, 16-39s, 18-49s and 25-54s on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 31% on Nine (Nine + Go + Gem + Life) and up 99% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 36% on Nine and up 25% on Ten in 16-39s. Seven is up 30% on Nine and up 32% on Ten in 18-49s. Seven is up 33% on Nine and up 49% on Ten in 25-54s.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven builds on recorded and total viewing over the past seven days:
 - Home and Away adds 91,000 viewers and delivers a total audience of 1.287 million.
 - My Kitchen Rules adds 171,000 viewers and delivers a total audience of 1.717 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Seven News	#2	Seven News	#4
Seven News – Today Tonight	#3	Seven News – Today Tonight	#5
Home and Away	#8	Home and Away	#6
Million Dollar Cold Case	#10	Million Dollar Cold Case	#9
16-39s		18-49s	
My Kitchen Rules	#1	My Kitchen Rules	#1
Home and Away	#4	Home and Away	#3
Seven News – Today Tonight	#7	Seven News – Today Tonight	#10
Seven News	#8		
Million Dollar Cold Case	#9		

- **Seven News** (0.976 million). Seven News wins network – up 72,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.958 million). Seven News – Today Tonight wins network – up 68,000 viewers on Nine News 6:30, an 8% audience advantage.
- **Home and Away** (0.713) delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 25 share in total viewers, 31 share in 16-39s, 30 share in 18-49s and 28 share in 25-54s.
- **My Kitchen Rules** (1.078 million) peaks at 1.259 million, wins in all key audiences and is Wednesday's number one most-watched programme for total viewers, 16-39s, 18-49s and 25-54s – 38 share in total viewers, 45 share in 16-39s, 43 share in 18-49s and 42 share in 25-54s.
- **Million Dollar Cold Case** (0.644 million) wins its timeslot, delivers in all key audiences and ranks in Wednesday's top ten most-watched programmes for total viewers, 16-39s and 25-54s – 36 share in total viewers, 32 share in 16-39s, 31 share in 18-49s and 33 share in 25-54s.

Thursday

- Seven wins in news.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm. The Chase leads Hot Seat.
- Seven wins in primetime on digital channels.
 - 7TWO is the most-watched digital channel for total viewers.
 - 7mate is the most-watched digital channel for 16-39s, 18-49s and 25-54s.
- Seven builds on recorded and total viewing over the past seven days:
 - Home and Away adds 109,000 viewers and delivers a total audience of 1.192 million.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#4
Seven News – Today Tonight	#2	Seven News – Today Tonight	#5
Home and Away	#7	Home and Away	#8
The Chase	#10		
16-39s		18-49s	
Home and Away	#2	Seven News	#4
Seven News	#6	Home and Away	#5
Seven News – Today Tonight	#9	Seven News – Today Tonight	#10

- **Seven News** (0.921 million). Seven News wins network – up 72,000 viewers on Nine News, an 8% audience advantage.
- **Seven News – Today Tonight** (0.877 million). Seven News – Today Tonight wins network – up 43,000 viewers on Nine News 6:30, a 5% audience advantage.
- **Home and Away** (0.617 million) delivers in all key audiences and ranks in Thursday's top ten most-watched programmes for total viewers, 16-39s, 18-49s and 25-54s – 30 share in 16-39s, 26 share in 18-49s and 25 share in 25-54s.

Friday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers: up 11% on Nine and up 101% on Ten.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
 - Seven + 7TWO + 7mate + 7flix is up 6% on Nine + Go + Gem + Life and up 85% on Ten + One + Eleven in total viewers.
- Seven wins in breakfast television. Sunrise leads Today.
- Seven wins in morning television. The Morning Show leads Today Extra.
- Seven wins at 5:30pm with The Chase.

- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#1	Seven News	#3
Seven News – Today Tonight	#3	Seven News – Today Tonight	#4
Better Homes and Gardens	#5	Better Homes and Gardens	#5
The Chase	#8	Focus	#7
16-39s		18-49s	
Better Homes and Gardens	#4	Better Homes and Gardens	#4
Focus	#6	Seven News	#5
Seven News	#7	Seven News – Today Tonight	#6
Seven News – Today Tonight	#8	Focus	#9

- Seven News** (0.844 million). Seven News wins network – up 58,000 viewers on Nine News, a 7% audience advantage.
- Seven News – Today Tonight** (0.780 million). Seven News – Today Tonight wins network – up 29,000 viewers on Nine News 6:30, a 4% audience advantage.
- Better Homes and Gardens** (0.685 million) delivers in all key audiences – 30 share in total viewers, 29 share in 16-39s, 28 share in 18-49s and 29 share in 25-54s.

Saturday

- Seven wins in news.
- Seven wins in primetime on primary channels.
 - Seven is number one for total viewers, 16-39s, 18-49s and 25-54s.
 - Seven is up 45% on Nine and up 155% on Ten in total viewers.
 - Seven is up 67% on Nine and up 195% on Ten in 16-39s. Seven is up 58% on Nine and up 180% on Ten in 18-49s. Seven is up 60% on Nine and up 220% on Ten in 25-54s.
- Seven wins in primetime on combined audiences.
 - Seven + 7TWO + 7mate + 7flix is number one for total viewers on the combined audiences of all channels.
 - Seven (Seven + 7TWO + 7mate + 7flix) is up 16% on Nine (Nine + Go + Gem + Life) and up 128% on Ten (Ten + One + Eleven) in total viewers.
 - Seven is up 15% on Nine and up 148% on Ten in 16-39s. Seven is up 15% on Nine and up 142% on Ten in 18-49s. Seven is up 22% on Nine and up 139% on Ten in 25-54s.
- Seven wins in breakfast television. Weekend Sunrise leads Sunrise leads Weekend Today across 7:00-10:00am
- Seven scores in the most-watched programmes:

All People		25-54s	
Seven News	#2	Iron Man 2	#1
Iron Man 2	#5	Seven News	#3
2 Fast 2 Furious	#8	2 Fast 2 Furious	#4
		Weekend Sunrise	#10
16-39s		18-49s	
2 Fast 2 Furious	#1	Iron Man 2	#1
Iron Man 2	#2	2 Fast 2 Furious	#2
Seven News	#4	Seven News	#4
The Goldbergs	#9		

- **Seven News** (0.767 million). Seven News wins network – up 75,000 viewers on Nine News, an 11% audience advantage.
- **Saturday Night At The Movies: Iron Man 2** (0.469 million) wins in all key audience demographics and is Saturday's number one most-watched programme for 18-49s and 25-54s – 25 share in total viewers, 44 share in 16-39s, 43 share in 18-49s and 41 share in 25-54s.
- **Saturday Night At The Movies: 2 Fast 2 Furious** (0.347 million) wins in all key audiences, and is Saturday's most-watched programme for 16-39s and one of Saturday's top two most-watched programmes for 18-49s and 25-54s – 36 share in total viewers, 54 share in 16-39s, 48 share in 18-49s and 47 share in 25-54s.